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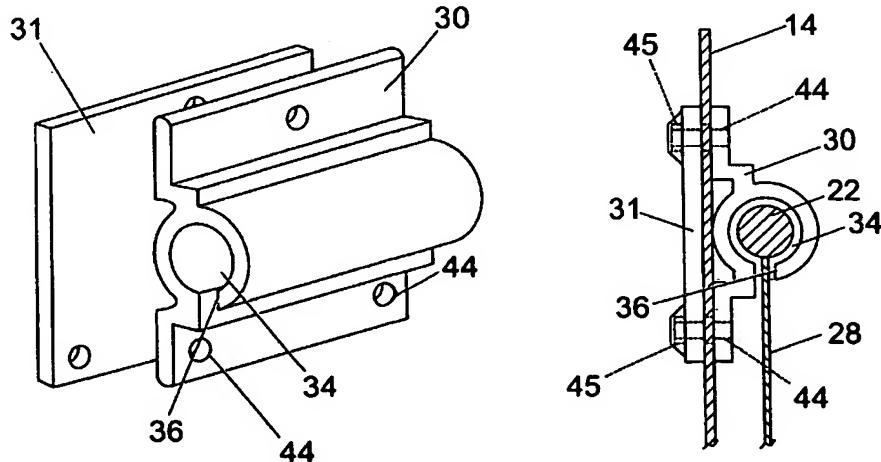
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(54) Title: METHOD AND APPARATUS FOR DISPLAYING ADVERTISEMENTS ON A VEHICLE



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(57) Abstract: An advertising panel (20) which can be used to selectively attach advertisements to the side of a road vehicle (10) or to a fixed structure in a readily demountable manner comprises a sheet (22) of plastic material, the sheet having an image applied to a first side of the sheet. An elongate fastener (22) having a thickness greater than the sheet extends along a longitudinal edge of the sheet. The elongate fastener (22) engages with one or more slotted track members (30, 32) provided on a wall (16) or curtain (14) of the road vehicle. The track member and slot (36) may be provided in a continuous length (32), corresponding to the length of the longitudinal edge, or in discrete sections (30), which are particularly applicable for use with a curtain. Elongate fasteners (22) can be provided on the upper and lower edges of the panel (20), so that the panel is installed by threading it horizontally into the slots (36) of upper and lower track members (30, 32) simultaneously. The system requires minimal structural alterations to a vehicle (10) to enable it to carry advertising panels, and allows advertising panels to be changed easily.



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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

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Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the International search (name of data base and, where practical, search terms used)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/056215 A1 (BAUER PAUL F ET AL) 16 May 2002 (2002-05-16) claim 1; figure 1 ---	1-3,21, 28,36
X	FR 2 821 309 A (TRANSPORTS MICHEL) 30 August 2002 (2002-08-30) abstract; figures 1,2 ---	1-3,21, 28,36
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A	EP 1 001 403 A (SCHMIDT KEVIN) 17 May 2000 (2000-05-17) claim 1; figure 2 ---	1-44
		-/-

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C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5 845 423 A (HICKS CHARLES H) 8 December 1998 (1998-12-08) cited in the application abstract; figures 1,2 -----	1-3,21, 28,36

INTERNATIONAL SEARCH REPORT

Information on patent family members

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